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ABSTRACT

By addressing the concept of merchandising, this handbook shows librarians how to turn their young adult collection into one that will attract teenagers. Delivering an introduction to marketing and merchandising concepts, the author shares years of experience as a teen services librarian, combined with the latest studies and research findings on teen reading interests and behavior. The book addresses such matters as display techniques and visual merchandising, and provides new ideas for booklists, bulletin boards, and reader's advisory. Stressing the importance of a plan of service for young adults, the book demonstrates ways to improve customer service and tailor it toward teens to create a comfortable environment. The final chapter of the book features numerous display ideas for the young adult collection with annotated lists of useful resources. Includes six tables and 27 illustrations. Includes an index. (AEF)

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